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Page: 570

RELEASED IN PART  
B6, B1, 1.4(D)

PTQ0353

CONFIDENTIAL PTQ0353

PAGE 01 CARACA 03378 01 OF 03 091112Z  
ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
	DODE-00	DOEE-00	SRPP-00	DS-00	EB-00	EXIM-01	E-00
	FRB-00	H-01	TEDE-00	INR-00	ITC-01	L-01	ADS-00
	NSAE-00	OMB-01	OPIC-01	PA-00	PM-00	PRS-00	P-00
	SP-00	SSO-00	STR-00	T-00	FMP-00	PMB-00	DSCC-00
	DRL-02	G-00	SAS-00	/019W			

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R 091046Z NOV 98 ZDK  
FM AMEMBASSY CARACAS  
TO SECSTATE WASHDC 2219  
INFO CIA WASHDC  
DIA WASHDC  
NSC WASHDC  
USIA WASHDC 1923  
USDOC WASHDC 3232  
DEPT OF TREASURY WASHDC  
USCINCSO MIAMI FL  
AMEMBASSY BOGOTA  
AMEMBASSY QUITO  
AMEMBASSY LIMA  
AMEMBASSY LA PAZ  
AMEMBASSY GEORGETOWN  
AMEMBASSY PORT OF SPAIN  
AMEMBASSY MEXICO  
USINT HAVANA

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PAGE 02 CARACA 03378 01 OF 03 091112Z  
C O N F I D E N T I A L SECTION 01 OF 03 CARACAS 003378

E.O. 12958: DECL: 10/28/08  
TAGS: PGOV, PREL, ECON, EFIN, VE  
SUBJECT: POLLING THE POLLSTERS: DATOS INFORMATION RESOURCES (REPORT  
5 OF 9)

REF: A) CARACAS 3287; B) CARACAS 3320; C) CARACAS 3332; D) CARACAS  
3360

CLASSIFIED BY  REASON:  
1.5 (D)

UNITED STATES DEPARTMENT OF STATE  
CLASSIFIED BY DEPT. OF STATE, L. HEDGBETH, n/a  
DAS, A/GIS

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Page

REVIEW AUTHORITY: OSCAR J OLSON  
CLASSIFICATION: CONFIDENTIAL REASON: 1.4  
(D)

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DECLASSIFY AFTER: 9 SEP 2023  
DATE/CASE ID: 21 JUL 2009 200503654

B6

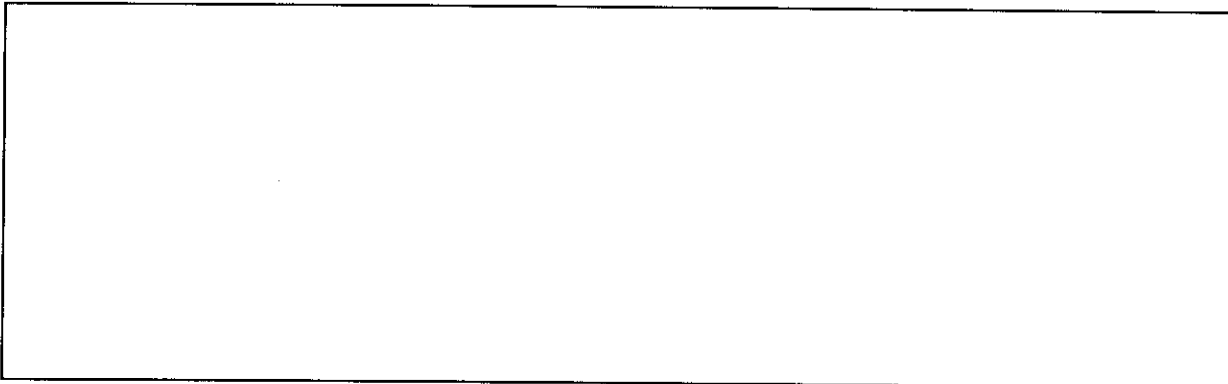
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Page: 571

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SUMMARY AND INTRODUCTION: DATOS INFORMATION RESOURCES  
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2. (U) FOUNDED IN 1954, DATOS IS OWNED AND MANAGED BY THE SAADE FAMILY (JOSEPH, EDMUND, AND EDMUND JR.). IT HAS 500 EMPLOYEES, INCLUDING A FULL-TIME, PROFESSIONAL FIELD FORCE. INTERNATIONALLY  
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PAGE 03 CARACA 03378 01 OF 03 091112Z  
RECOGNIZED AS THE LEADING OPINION RESEARCH COMPANY IN VENEZUELA, DATOS HAS CORRECTLY PREDICTED ALL VENEZUELAN PRESIDENTIAL ELECTIONS (AT LEAST THE RIGHT CANDIDATES) SINCE IT BEGAN ELECTION WORK IN 1968. BY METHODOLOGY, REPUTATION AND EXPERIENCE, DATOS IS CLEARLY THE LEADER AMONG VENEZUELAN POLLSTERS. HOWEVER, IT IS ALSO THE MOST RETICENT. CATERING ONLY TO PRIVATE CLIENTS, DATOS DOES NOT RELEASE ITS POLLS TO THE MEDIA FOR PUBLIC CONSUMPTION.

B1

END SUMMARY.

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METHODOLOGY: SOLID  
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3. (U) IN ADDITION TO THE AD HOC WORK DATOS DOES FOR MARKET RESEARCH CLIENTS, IT DOES A NATIONWIDE POLITICAL SURVEY EACH MONTH THAT IT SUBSEQUENTLY SELLS TO ITS PRIVATE CLIENTS. DATOS' NATIONWIDE SURVEY TAKES ABOUT A MONTH TO FIELD, CONTAINS 2000 RESPONDENTS, AND IS REPRESENTATIVE OF THE ADULT POPULATION OF VENEZUELA. DATOS CONDUCTS FACE-TO-FACE INTERVIEWS IN HOMES OF INTERVIEWEES. DATOS [REDACTED] IS DOING FIRST-WORLD-QUALITY RESEARCH. DATOS IS THE ONLY FIRM THAT HAS ITS OWN FULL-TIME PROFESSIONAL FIELD FORCE, WHICH SUBSTANTIALLY ENHANCES THE CONSISTENCY AND QUALITY OF ITS DATA. [REDACTED]

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B1

[REDACTED] DATOS IS DOING A PROBABILITY SAMPLE DOWN TO

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Pag»

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Page: 572

n/a

THE RESPONDENT LEVEL, AND NEVER USES QUOTAS. IN ADDITION, DATOS HAS FUNDED SURVEYS COVERING 82% OF THE POPULATION TO GATHER SOCIO-ECONOMIC DATA IN ORDER TO ENHANCE THEIR SAMPLE FRAME BASED ON THE CENSUS. DATOS THUS HAS THE CAPABILITY TO OVERCOME THE DEFICIENCIES IN THE NATIONAL CENSUS, WITHOUT RESORTING TO CONSTRUCTING A SAMPLE

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PAGE 04 CARACA 03378 01 OF 03 091112Z  
 FRAME FROM THIN AIR LIKE EUGENIO ESCUELA. DATOS IS ONE OF THE FEW FIRMS THAT INCLUDES BOTH URBAN AND RURAL AREAS IN ITS SURVEYS, ALTHOUGH ITS RURAL SAMPLE ONLY GOES DOWN TO POPULATION LOCALITIES OF 500 INHABITANTS OR MORE. QUALITY COSTS IN SURVEY RESEARCH-- ESPECIALLY IN DEVELOPING COUNTRIES. DATOS CAN AFFORD THIS KIND OF QUALITY DUE TO ITS EXTENSIVE INTERNATIONAL CLIENT BASE.

B1

REPEATED

RUMORS THAT DATOS HAD "FIXED" TV RATINGS SEVERAL YEARS AGO TO IMPROVE THE RATINGS OF THE MAJOR TELEVISION STATIONS.

#### 4. (U) THE GOOD THINGS ABOUT DATOS' METHODOLOGY:

-- MULTI-STAGE, PROBABILITY SAMPLE IS RANDOMIZED DOWN TO THE RESPONDENT LEVEL, WHERE A KISH GRID IS USED FOR FINAL RESPONDENT SELECTION.

-- FOUR ATTEMPTS ARE MADE AT AN INTERVIEW BEFORE A SUBSTITUTION IS MADE, INCREASING THE REPRESENTATIVENESS OF DATOS' SAMPLE.

(COMMENT: MOST FIRMS MAKE AN IMMEDIATE SUBSTITUTION IF THEY ARE UNABLE TO CARRY OUT AN INTERVIEW IN A PARTICULAR HOUSEHOLD. DATOS'

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PAGE 01 CARACA 03378 02 OF 03 091058Z  
 ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
	DODE-00	DOEE-00	SRPP-00	DS-00	EB-00	EXIM-01	E-00
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	DRL-02	G-00	SAS-00	/019W			

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Page

UNCLASSIFIED

# UNCLASSIFIED

CONFIDENTIAL

n/a

Page: 573

FM AMEMBASSY CARACAS  
TO SECSTATE WASHDC 2220  
INFO CIA WASHDC  
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PAGE 02 CARACA 03378 02 OF 03 091058Z  
C O N F I D E N T I A L SECTION 02 OF 03 CARACAS 003378

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EFFORTS IN THIS REGARD ARE ONE REASON THAT IT TAKES 30 TO 35 DAYS  
TO DO A NATIONAL STUDY THAT MANY FIRMS CAN DO IN A FEW DAYS. (IN  
OPINION RESEARCH, NOT ONLY DOES QUALITY COST, IT ALSO TAKES TIME.)

-- TIME IS TAKEN TO ENSURE THAT DATOS IS USING THE BEST SAMPLE  
FRAME TO DRAW ITS SAMPLE.

-- A FULL-TIME PROFESSIONAL FIELD FORCE IS USED TO CONDUCT  
INTERVIEWS.

-- VOTE INTENTION QUESTION IS PLACED AT THE FRONT OF THE  
QUESTIONNAIRE, REDUCING POTENTIAL BIAS, AND IS ASKED ONLY OF  
REGISTERED VOTERS (COMMENT: MANY OF THESE FIRMS SEEM TO BE ASKING  
THE VOTE INTENTION QUESTION TO THE WHOLE ADULT POPULATION, WHICH  
CAN SKEW RESULTS BECAUSE THEY ARE RECORDING INTENTIONS FROM PEOPLE  
WHO MIGHT NOT BE ABLE OR WILLING TO VOTE. END COMMENT.)

-- INTERVIEWS ARE CLOSELY SUPERVISED: 100 PERCENT OF INTERVIEWS IN  
THE RURAL AREAS, 40 PERCENT IN SMALL TOWNS, AND 30 PERCENT IN THE

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Pag»

UNCLASSIFIED

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n/a

Page: 574

LARGE CITIES. DATOS INTERVIEWERS ALSO ASK FOR TELEPHONE NUMBERS.  
(WORKS FOR THE 53 PERCENT OF THE POPULATION WITH PHONES.) THIS  
ALLOWS SUPERVISORS TO VERIFY SOME INTERVIEWS THROUGH FOLLOW-UP  
CALLS.

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PAGE 03 CARACA 03378 02 OF 03 091058Z

5. (U) THE BAD THINGS ABOUT DATOS' METHODOLOGY: VERY LITTLE.  
HOWEVER, CUTTING OFF ITS RURAL SAMPLE AT 500 INHABITANTS MEANS THAT  
DATOS IS NOT PICKING UP THE SMALL PERCENTAGE OF VOTERS WHO LIVE ON  
FARMS. DATOS HAS A VESTED INTEREST TO KEEP ITS STANDARDS HIGH AS  
MOST OF ITS MONEY SEEMS TO COME FROM INTERNATIONAL CLIENTS WHO ARE  
PROBABLY NOT AS LIKELY TO ACCEPT POOR DATA QUALITY AS WOULD A LOCAL  
CLIENT.

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POTENTIAL POLITICAL BIASES: NEUTRAL  
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6. (U) DATOS IS NOT DOING WORK FOR POLITICAL PARTIES OR FOR THE  
LOCAL MEDIA. THIS AFFORDS ITS A BIT OF NEUTRALITY.

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THEIR ELECTION ANALYSIS: GUARDED  
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Pag»

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B1

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B1

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Page: 577

n/a

B1

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Pag»

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